

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

AD#737-D2 REQ#M49118 "FUN & GAMES" / PAGE 4/C (7" x 11") PARADE/USA WEEKEND, 1997

FUN & GAMES BENSON & HEDGES



15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method. © Philip Morris Inc. 1997

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.



A MOMENT OF PLEASURE
WITH THE 100MM CIGARETTE

